



# FRANCHISE PROSPECTUS

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# OUR COMPANY

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In 2012, New World Immigration was created out of the need for a specialist organisation to assist prospective migrants with their plans to seek a better life abroad. Starting with a small 50m<sup>2</sup> office in Century City, Cape Town we set out to tackle the market and noticed immediately that we had entered into a lucrative, opportunity driven arena. The industry was somewhat archaic and was waiting for a forward thinking, online focussed organisation to take it by storm. Since inception, we have grown exponentially and we are now the largest immigration company in South Africa.

Our online presence and systems, together with our stringent set of core values, has helped us achieve enormous success in the industry leaving competitors envious in our rapid climb to the top.

Because of the huge responsibility in managing the immigration process on behalf of our clients, it was decided that from day one we would embody a set of important core values that would help us achieve sustainable growth and achieve what no other immigration company has done before. Integrity comes at the forefront of everything we do and is plastered all over the walls at our head office in Cape Town.



# OUR COMPANY

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More and more people are looking abroad for greater opportunities, safer territories and ultimately a place to raise their children. With this demand comes the need for an efficient, technologically advanced Immigration company that takes pride in assisting people with their visa applications. Our online systems, CRM's and customer portal forms part of our unique selling proposition and clients are always blown away with how tech savvy we are.



Our services cover the most important part of relocation and this is the visa acquisition process which is arguably the most stressful part of moving abroad. We have an unblemished track record and our success rate speaks for itself. We have hired the smartest minds from across the world to assist us in becoming an elite organisation that will now embark on a global journey and offer our services in other countries where the demand to move abroad is high. This is where you come in!

New World Immigration has grown from strength to strength allowing for global expansion and internal development that far exceeded our initial expectations. If someone is moving from A to B, there is no reason why New World Immigration cannot assist them. This is ultimately our goal and ultimately a place where you will fit in.

We have a turnkey solution to take on the world. We now are looking for like minded partners to help us achieve this.



# OUR VALUES

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*We believe our values contribute to our success. We believe that our clients trust us and continue to use our services which has sparked NWI's continued growth.*

## ACCOUNTABILITY

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We make sure we meet our clients immigration needs and do our best to ensure satisfaction with their visa application process.

## EFFICIENCY

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With privileged access to international and local immigration departments and a commitment to each and every application it has meant that the team has been able to quickly and efficiently deliver feedback and results.

## INTEGRITY

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Honesty and reliability are key in their dealings with our customers. Acting with integrity is the most important factor that drives our success.



## PASSION

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The team is committed to their clients, to the immigration process and they make sure that they keep abreast of all new developments in their field of expertise. Their passion for their work shines through in the feedback given by their happy clients.

## SERVICE EXCELLENCE

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The importance of keeping our clients informed and paying attention to every individuals needs is part and parcel of the service we offer: NWI understands that every applicant is unique. Top notch technology and convenient online tools are freely available to all NWI clients and the success record speaks for itself!

## RESPECT

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Respect for clients, for our team members, for laws and procedures have resulted in a productive environment benefitting both staff and clients.



# VISA FACILITATION EXPERTS

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## HOW WE DO IT

NWI handpicked an elite team of experts in various fields, relating to immigration. This means that by making use of NWI and its franchises, expats will have access to experts in the fields of; relocation, tax laws, business registration – all under the same roof – maximizing the services available to you.

New World Immigration is committed to offering a unique service and strive to make you, and your client's, experience the best you will ever come across. All systems, tools and networks are cutting

edge, response times are lightning quick and most importantly; the staff are fully invested and wholly committed to making your business work!



# WHY OWN A NWI FRANCHISE?

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## A UNIQUE OPPORTUNITY - HERE'S WHY

Owning a franchise is owning your own business but with the exceptional advantage of having access to a back-up team with knowledge, experience and specialized know-how that will give you the edge in the industry and an improved chance of success.

## WHAT OWNING A NWI FRANCHISE MEANS

Generating a good income and creating job opportunities for yourself and other people in your family or community

- As an NWI franchise you will be assisted with your business plan and feasibility study so that you may apply for financing should it be necessary
- NWI will be your support structure offering help, advice and guidance in terms of running your business successfully
- As a NWI franchisee you will have access to NWI's data, trade intelligence and business tools
- Franchisees are also assigned dedicated Business Development Managers who will assist them in growing their NWI franchise



# BECOME A FRANCHISEE

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Your franchise makes you part of a successful family that is committed to seeing your business grow from strength to strength while building a tradable asset that appreciates in value. Because we commit ourselves wholeheartedly to the success of our franchisees, we need to be confident that we are investing in the right people.

In order to ensure that we have the right people in the right places with the right attitude, we take the utmost care in selecting our franchisees.

## TO BE CONSIDERED AS A NWI PARTNER, YOU SHOULD BE:

- Passionate and service oriented
- Believe in and implement our company values
- Ambitious and driven
- Prepared to work in a team
- Prepared to take initiative
- Resilient and have a fierce determination to succeed
- Willing to learn from others
- Disciplined and committed
- Supported by your family
- Able to invest capital in your business



# TRAINING, SUPPORT & DEVELOPMENT

New World Immigration believes that training is key to your franchise's success and therefore the company offers ongoing training sessions for all franchisees and their employees.

Immigration is a dynamic function affected by legislation, local and international economies, politics and technology. It is vital that the immigration expert remains on top of all new developments and is ready to deal with changes as they arise. Franchisees will constantly be in the loop when it comes to legislative updates.

As a recognised authority on immigration, by both the industry and the consumer alike, our training programs have been designed to be comprehensive and thorough, this means we help you assemble the best team possible. Our practical experience and hands-on training courses are unique and geared to equip trainees to start dealing with clients as soon as possible.

The training materials used are continuously updated and refined, to keep abreast of national and international immigration trends. This emphasis on training ensures a high quality of service to consumers and ultimately an equally high level of performance from agents and franchisees. Training will, amongst other things, include:

- The New World Immigration Proficiency course
- Operational Immigration training for franchisees
- A variety of specialised workshops
- Weekly and advanced sales skills improvement sessions
- Ongoing training on statutory and legal matters as and when they are updated and change (Due to the nature of the industry and the variables affecting it )
- Ongoing leadership and management training, as well as coaching and mentoring programmes



# ONBOARDING

## YOUR INVESTMENT & ONBOARDING PROCEDURE

The cost of your franchise will be discussed with your Franchise Manager. New World Immigration has been successful by choosing partners that reflect our core values, ones that we know will treasure the NWI brand in the same way that we do. Obviously we also choose partners who have access to financial resources, and who are prepared to put in what it takes to make a success of their franchise. We will work with individuals or organisations that have an intimate understanding of their markets, and importantly, who surround themselves with a network of passionate and hard-working people.

Few applicants will usually successfully progress through the Application Process and eventually be awarded an opportunity. With this in mind, we consider a Franchisee to be a unique person.

As a franchisee you will be running your own business, yet within the parameters of the NWI business format. In operating a NWI franchise, you will have a number of responsibilities including:

- Excellence in service levels
- Creating a personalized, friendly & professional environment
- Business management acumen
- Customer orientation & community relations
- People management skills
- With a natural keen interest in politics, economics, technology and legislation

You will not only have to have the required financial resources and track record, but you will also have to possess the attributes of a business owner to successfully fulfil your role as a NWI franchisee.

Once your application has been received (to be submitted on line) you will be contacted interviewed and based on your success and payment, be awarded a franchise.



# CONTACT US

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